

Portland



An introduction
to our
**international
services.**

01

A new chapter for Portland and GPLUS.



We are proud to announce that Portland and GPLUS are joining forces under the Portland brand, to create a single, premier, strategic communications agency.

Our new partnership expands our combined global footprint, and will provide our clients with a truly integrated and international service.

Both agencies have decades of experience in their respective markets, and strong legacies of delivering high quality, high impact, strategic communications. We are both proud to advise some of the world's biggest and most exciting brands, as well as leaders in business, philanthropy and international affairs.

Within the Omnicom PR network, Portland and GPLUS have a long and successful history of collaboration, built on our shared values of strategic thinking, high quality work, and investment in talent. This new partnership will strengthen our capabilities even further.

Our international network will grow to eight global hubs, spanning Europe, the Middle East, Asia, Africa and North America. Our clients will have access to a seamless international service – demonstrated by our combined experience in more than 100 markets.

In addition, every hub will offer access to the full range of Portland's services, including public affairs and policy, corporate communications, healthcare communications, financial communications, government advisory, digital and content creation, and research and insight.

Ultimately, as we adjust to a new world, in recovery from COVID-19 and post-Brexit, we both believe that an internationally-networked approach to communications will be more important than ever. For our UK clients, we will also have evermore important access to critical European markets and decision-makers after Brexit.

We hope you enjoy learning more about our new partnership in this brochure. If you would like to learn more about our new capabilities, please contact workwithus@portland-communications.com.

Mark Flanagan
Chief Executive

Thomas Barros-Tastets
Senior Partner, Europe

02

Our global footprint.



London
+44 20 7554 1600

Brussels
+32 2 282 96 31

Paris
+33 6 69 93 55 96

Berlin
+49 30 59 00 90 70

Washington, DC
+1 202 791 8608

Nairobi
+254 20 4231 528

Doha
+974 4452 8289

Singapore
+65 6233 6931

03

Our services.

EUROPEAN UNION PUBLIC AFFAIRS



Helping clients have an impact on policy-making and navigate the future, including Brexit, ensuring their voice is heard by key influencers.

CORPORATE COMMUNICATIONS



Helping our clients tell the stories that are critical to building their reputation and supporting their bottom line.

FINANCIAL COMMUNICATIONS



Combining both financial public relations and investor relations expertise, with broader profile, reputation and crisis management to define and tell our clients' financial stories.

LOCAL



Providing strategic advice and campaign delivery across issues at the intersection of local communities, politics and the media.

NATIONAL PUBLIC AFFAIRS



Making sure clients are on top of the issues that matter most to their activities and that impact how they are perceived. We have particular expertise in the UK, France, and Germany.

GOVERNMENT ADVISORY



Helping governments and leaders to build, profile and protect reputations in the major global hubs for influence.

EMPLOYEE ENGAGEMENT



Helping clients understand, motivate and inspire their employees, across internal and external channels.

DIGITAL, CONTENT & BRAND



Designing and positioning dynamic digital and visual content to deliver on organisations' communications objectives.

HEALTH



Making sure our clients keep a sharp focus on meeting their business objectives and delivering what matters most to patients and their families. Understanding what drives the European healthcare debate and how Brussels can be leveraged to influence national markets – and vice versa.

STRATEGY, CREATIVE, RESEARCH & INSIGHT



Undertaking qualitative and quantitative research and creating research-led strategies to inform compelling content and campaigns.

GLOBAL IMPACT



Combining a deep understanding of the challenges of communicating globally, working with leading businesses and philanthropists to articulate their purpose and demonstrate their impact.

DISPUTES



Providing strategic communications advice to help reinforce your legal strategy.



04

An introduction to each partner.

PORTLAND

Portland was founded in 2001, with the insight that the principles of political campaigning could be applied to corporate reputation.

In the 20 years since, the business has become one of the UK's leading strategic communications agencies. Portland advises some of the biggest brands in the world, across sectors including technology, consumer goods, manufacturing, and healthcare, as well as leaders in governments and major philanthropic organisations.

We have a strong international footprint, with hub offices in the Middle East, Asia, North America and Africa, servicing a growing collection of global clients. Our integration with GPLUS will strengthen this further.

Portland is known for delivering high impact work that gets results. Our clients often come to us facing big communications challenges – whether it's to build their reputation, change the direction of a debate, or secure a better operating environment. These challenges often span multiple issues, channels and audiences, and require an integrated and thoughtful approach to problem solving.

We combine first-class strategic counsel with high quality execution. This is made possible thanks to the strength of our team. Our 250 consultants are skilled across all aspects of media, political, digital, financial, strategy, research, local and crisis communications. Many of our senior team have worked at the top of media, politics, and communications, and they use their insight and expertise to deliver real results for our clients.

Ultimately, Portland helps our clients get to the point – bringing focus, clarity and driving impact. We know that our new relationship with GPLUS will only strengthen this further and we are excited to see the results.



GPLUS

Founded 20 years ago, GPLUS was built with integration and flexibility at its core, working together as one team across Berlin, Brussels and Paris, and with a network of partners around the globe.

A passion for politics, an understanding of the power of communication, and a commitment to excellence has been part of our DNA since inception.

We are specialists in political and regulatory risk, advocacy, reputation building and litigation communications. We have developed extensive experience in a wide range of policy areas including digital, IP and data protection, antitrust and trade, transport, healthcare, financial services and taxation, manufacturing and fisheries.

Our approach is custom-made, focused and intelligence driven. Experienced teams and senior analysts are deployed on the ground, tapping into local knowledge and informal policy networks. Our pan-European team is multinational and multilingual, with over 15 nationalities and as many languages spoken. We recruit from diverse backgrounds – the media, politics, government, business or academia – and across geographies, sectors and disciplines, enabling us to offer clients informed and fresh strategic thinking.

We help our clients connect the dots: the stakeholders who are grappling with a legislative dossier; the knowledge, experience and creative ideas needed to resolve a political issue; and the institutions, capitals and international media hubs that matter most in setting policy.



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WASHINGTON,DC • NAIROBI • DOHA • SINGAPORE**